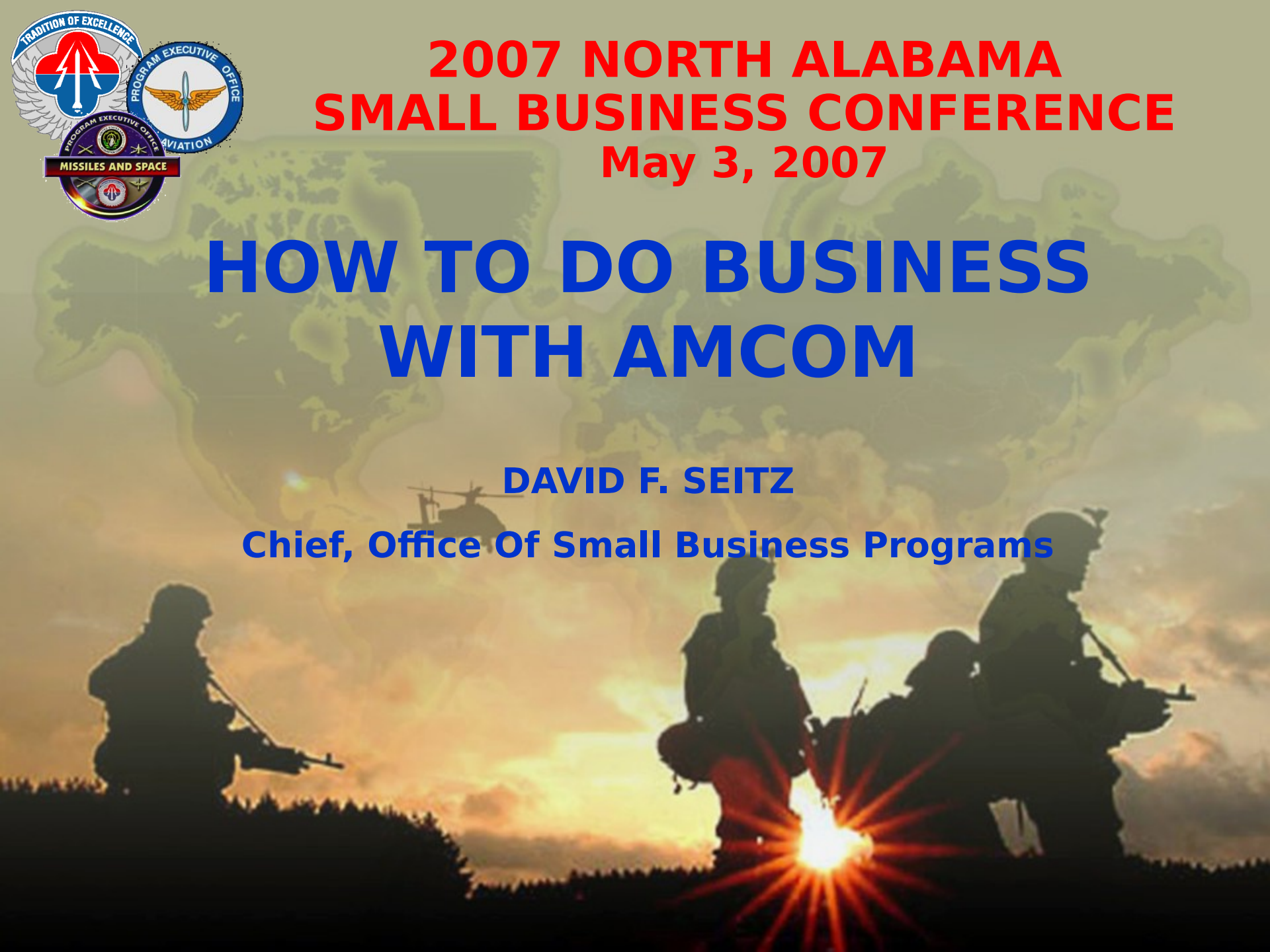
2007 NORTH ALABAMA SMALL BUSINESS CONFERENCE

May 3, 2007

HOW TO DO BUSINESS WITH AMCOM

DAVID F. SEITZ

Chief, Office Of Small Business Programs



HOW TO DO BUSINESS WITH AMCOM

U. S. Army Aviation and Missile Life Cycle Management Command (AMCOM)

Redstone Arsenal, Alabama

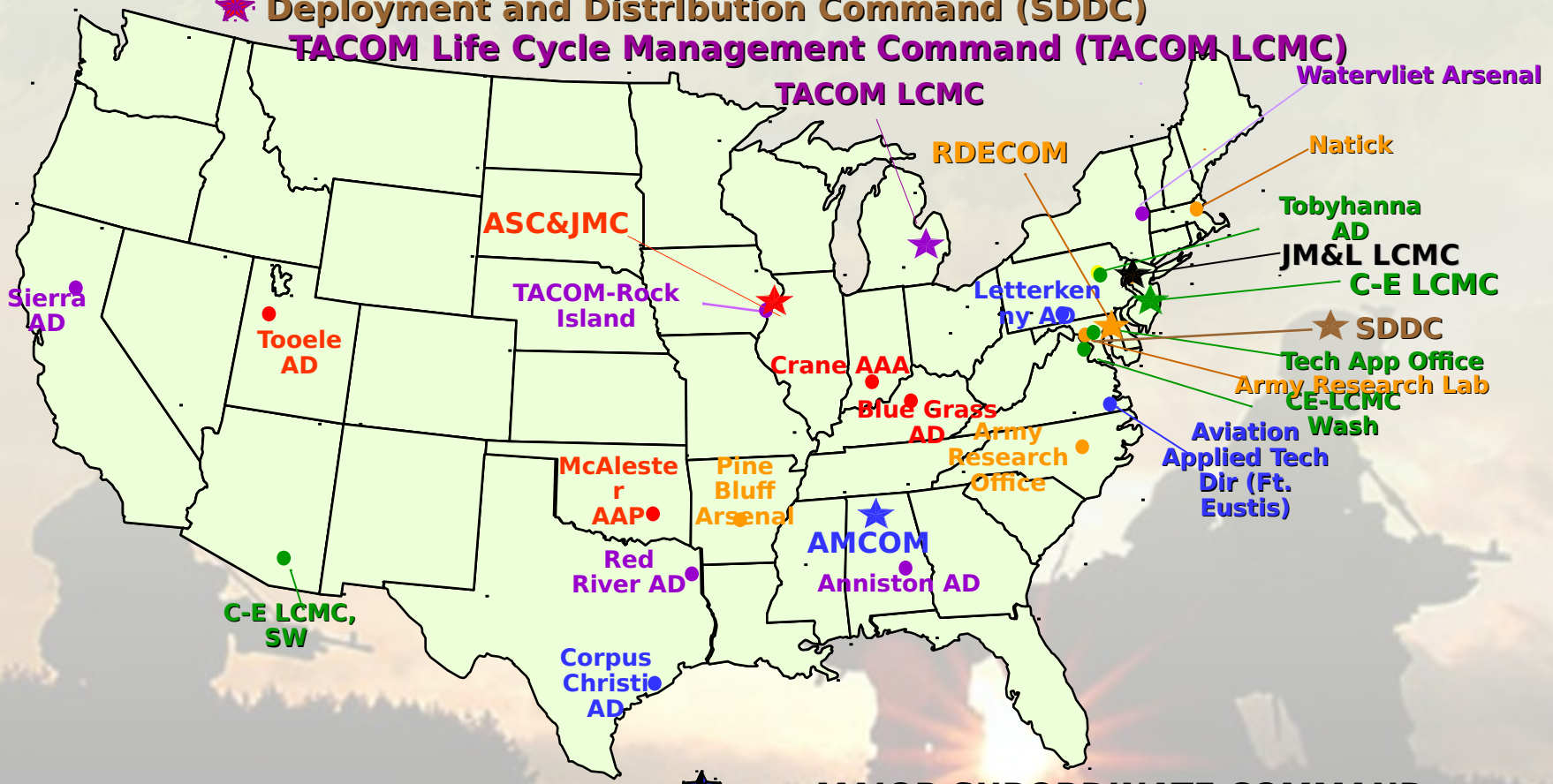
http://www.redstone.army.mil

US ARMY MATERIAL COMMAND (AMC)

AMC is the Army's premier provider of materiel readiness -- technology, acquisition support, materiel development, logistics power projection, and sustainment -- to the total force, across the spectrum of joint military operations. The command's complex missions range from development of sophisticated weapon systems and cutting-edge research, to maintenance and distribution of spare parts.

AMC CONTRACTING ACTIVITIES

- Army Sustainment Command (ASC) and Joint Munitions Command (JMC)
- Aviation and Missile Life Cycle Management Command (AMCOM)
- Communications-Electronics Life Cycle Management Command (C-E LCMC)
- Joint Munitions & Lethality Life Cycle Management Command (JM&L LCMC)
- Research, Development & Engineering Command (RDECOM)
- Surface Deployment and DistrIbution Command (SDDC)
- TACOM Life Cycle Management Command (TACOM LCMC)



= MAJOR SUBORDINATE COMMAND

= SUBORDINATE CONTRACTING ACTIVITY

AMCOM OFFICE OF SMALL BUSINESS PROGRAMS (OSBP)

MISSION

To ensure effective implementation of the Army's Small Business (SB), Small Disadvantaged Business (SDB) / 8(a), Women-Owned- Small Business (WOSB), Historically Underutilized Business Zone (HUBZone), Service-Disabled Veteran-Owned Small Business (SDVOSB), Veteran-Owned Small Business (VOSB), Historically Black Colleges and Universities and Minority Institutions (HBCU/MI), AbilityOne, and Federal Prison Industries (FPI) Programs within AMCOM.

AMC SMALL BUSINESS PROGRAM

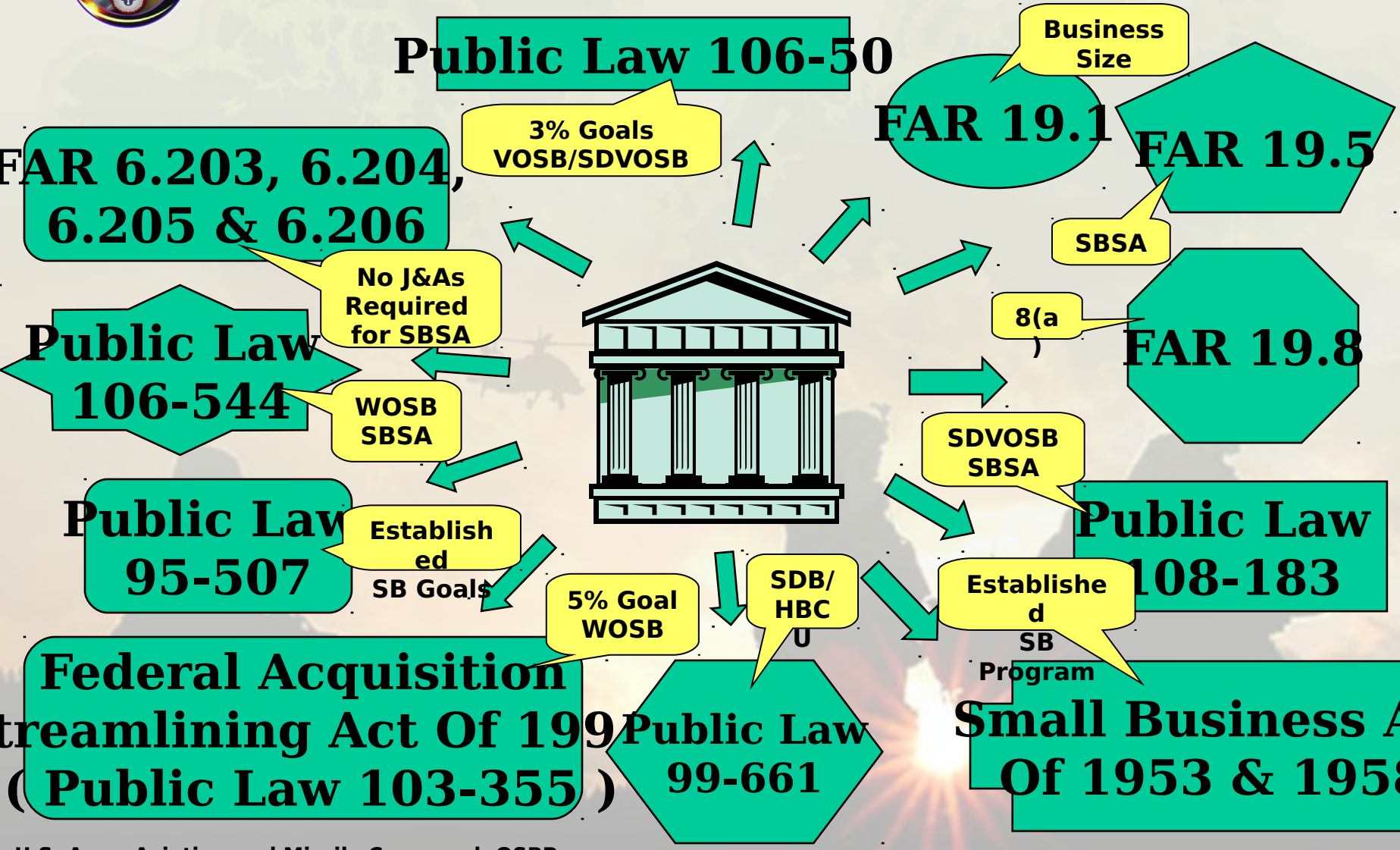
Public Law 85-536 / Small Business Act Of 1958

" It is the declared policy of the Congress that th Government should aid, counsel, assist, and pr insofar as is possible the interests of small bus concerns in order to preserve free competitive enterprise, to ensure that a fair proportion of t total purchases and contracts for supplies and for the Government be placed with small busin enterprises, and to maintain and strengthen th overall economy of the nation."

Section 201

Small Business Act C

SMALL BUSINESS LAWS & REGULATIONS



SADBUO VS OSBP

Small and Disadvantaged Business Utilization (SADBU) Office

- Established in 1978 by Public Law 95-507.

VS

Office of Small Business Programs (OSBP)

- Name change redesignated in 2006 by the Defense Authorization Act, SEC. 904(a) applicable for DOD, Departments of the Army, Navy, and the Air Force.
- Purpose of Change: to better capture the overarching nature of our Small Business Program.

EVOLUTION OF THE SMALL BUSINESS PROGRAMS

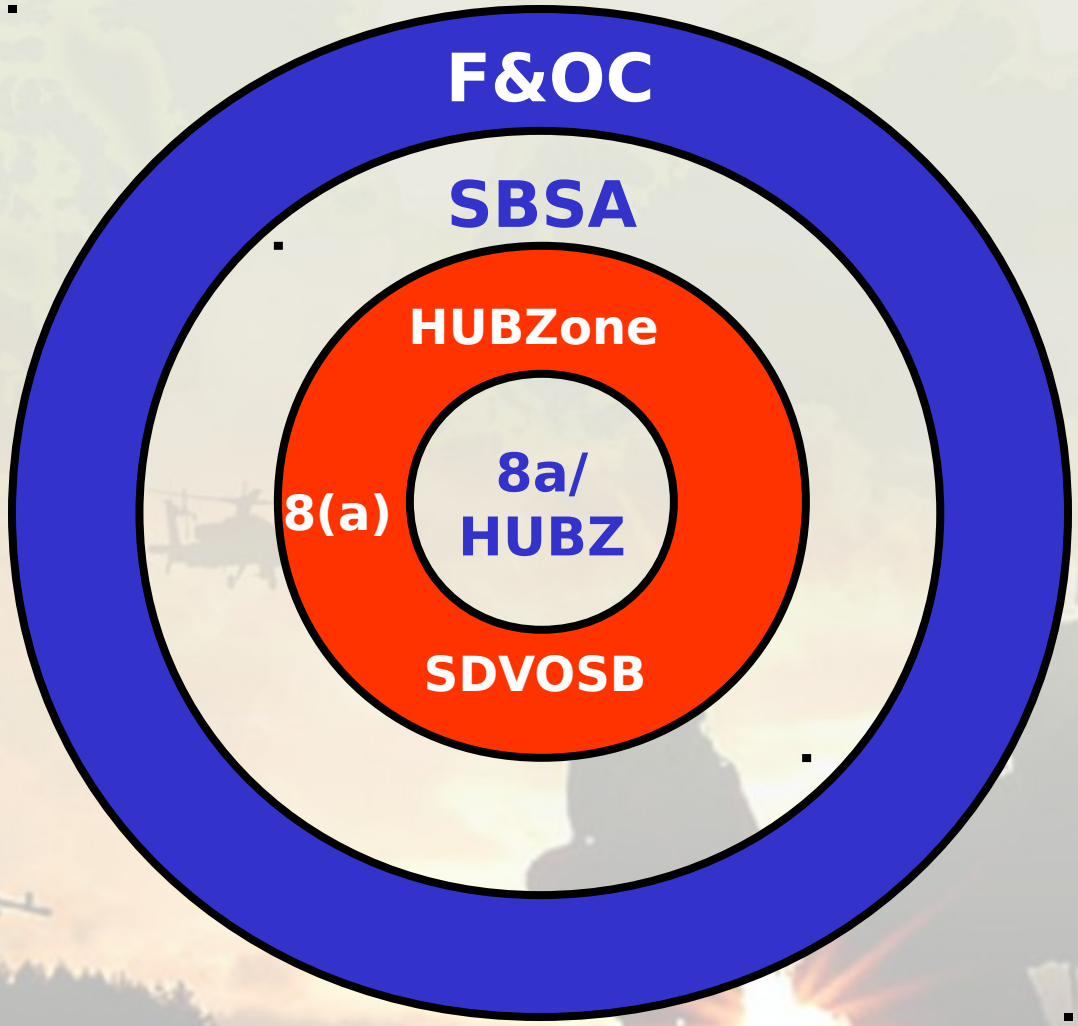
- Section 8(a) Business Development (BD) Program (1958)
- National Program for Minority Business Enterprise (1969)
- Javits-Wagner-O'Day (JWOD) Program (1971).
  - (name changed to AbilityOne in 2006)
- Indian Incentive Program (estab 1974 / incent 1997)
- Small Disadvantaged Business (SDB) Program (1978)
  - (5% SDB goal established in 1987)
- Small Business Subcontracting Program (1978)
- Women-Owned Small Business (WOSB) (1979)
- DoD Small Business Innovation Research (SBIR) Program (1982)

EVOLUTION OF THE SMALL BUSINESS PROGRAMS

- Historically Black Colleges & Universities / Minority Institutions (HBCU/MI) (1987)
- DoD Pilot Mentor-Protégé Program (1991)
- DoD Small Business Technology Transfer (STTR) Program (1992)
- Historically Underutilized Business Zone (HUBZone) (1997)
- Veteran-Owned Small Business (VOSB) (1999)
- Service-Disabled Veteran-Owned Small Business (SDVOSB) (1999)
- WOSB Set-Aside (2000) (Still not implemented)
- SDVOSB Set-Aside (2003)

SET-ASIDE

ORDER OF PRECEDENCE



SB / WOSB / VOSB / HBCU/MI

OFFICE OF SMALL BUSINESS PROGRAMS FUNCTIONS

- Serves As Principal Advisor To The Commander And Team Redstone Regarding Small Business Issues.
- Assists All Businesses On Government Contracting Matters, Including Changes To The Procurement System.
- Advises And Assists Contracting, Technical And Program Managers To Increase Use Of Small Business, SDB, SDVOSB, WOSB, HUBZone, and HBCU/MI Participants.

OFFICE OF SMALL BUSINESS PROGRAMS FUNCTIONS (Cont'd)

- Reviews All Procurement Packages In Excess Of $10K Including Those Restricted For Exclusive Small Business Participation via DD Form 2579.
- Monitors Small Business Performance (Targets).
- Reports Small Business Program Awards To Higher Headquarters.

OFFICE OF SMALL BUSINESS PROGRAMS FUNCTIONS (Cont'd)

- Reviews Subcontracting Plans, Acquisition Plans, Etc.
- Serves As An Advocate For Small Business Firms.
- Maintains An Outreach Program To Locate And Develop Small Business Firms.

OFFICE OF SMALL BUSINESS PROGRAMS FUNCTIONS (Cont'd)

- Provides Small Business Technical Advisory Support To The Small Business Administration (SBA) Procurement Center Representative (PCR).
- Serves As The Liaison With SBA and SBA-PCR.
- [illegible] of Small Business Programs Is NOT SBA.

SMALL BUSINESS STATISTICS

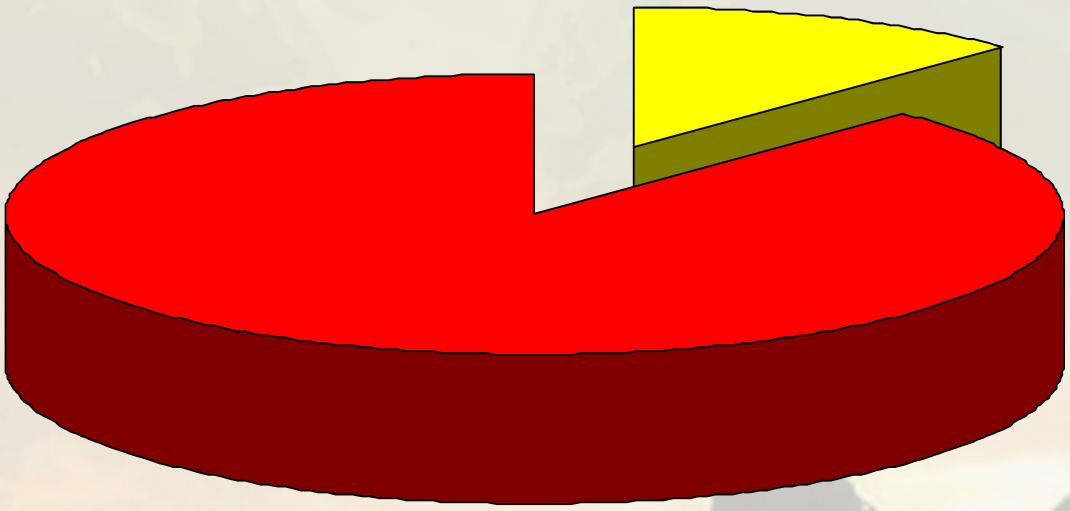
DEPARTMENT OF DEFENSE PROGRAM GOALS

- Small Business (SB) – 23%
- Small Disadvantaged Business (SDB) – 5.8%
- Women-Owned Small Business (WOSB) – 5%
- HUBZone Small Business – 3%
- Service-Disabled Veteran-Owned Small Business (SDVOSB) – 3%
- Historically Black Colleges & Universities and Minority Institutions – 5%

SMALL BUSINESS STATISTICS FISCAL YEAR (FY) 2006

	Total $	SB $	SB %
AMC:	$43.5B	$6.7B	15.5%
TACOM:	$15.3B	1.98B	12.9%
AMCOM	$11.2B	$1.36B	12.1%
CE-LCMC	$10.8B	$1.88B	16.6%

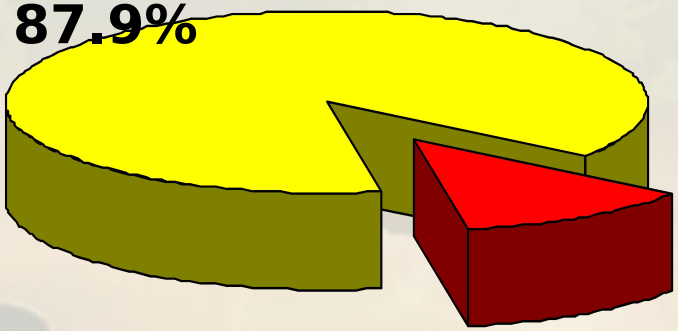
AMCOM FY 2006 RESULTS

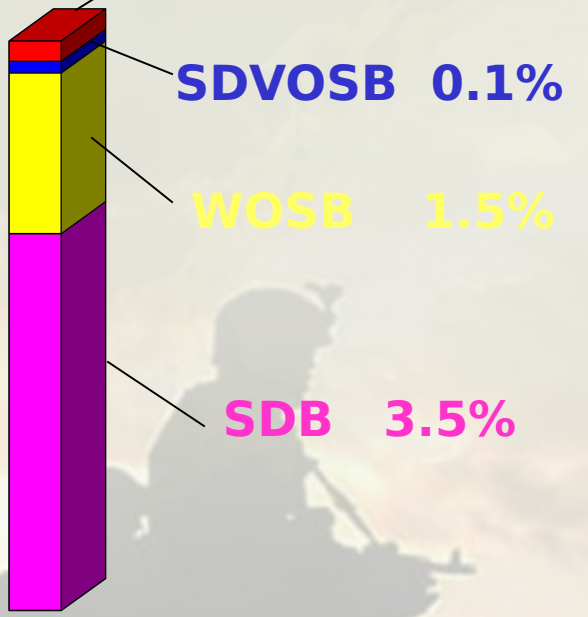


AMCOM SMALL BUSINESS STATISTICS FY 2006

AMCOM TARGETS Target	Perf
Total Awards To U.S. Businesses	$11.2 B
Total Small Business 12.1%	12.1% ($1.4B)
Small Disadvantaged Businesses 3.75%	3.5% ($393.8M)
HUBZone 0.8%	0.2% ($19.2M)
Women-Owned Small Business 1.7%	1.5% ($168.4M)
Service-Disabled Veteran-Owned 1.0%	0.1% ($9.6M)

AWARD DISTRIBUTION FY 2006





AMCOM SMALL BUSINESS TARGETS FOR FY 2007

- Small Business - 10.0%
- Small Disadvantaged Business / 8(a) - 3.5%
- HUBZone - 0.7%
- Women-Owned Small Business - 0.3%
- Service-Disabled Veteran-Owned Small Business - 0.2%

SMALL BUSINESS STATISTICS

2Q FY 07

AMCOM TARGETS	Perf
Total Awards To U.S. Businesses	$8.434 B
Total Small Business 10.0%	8.47% ($714.0M)
Small Disadvantaged Businesses 3.5%	2.99% ($252.0M)
HUBZone 0.7%	0.10% ($8.66M)
Women-Owned Small Business 0.3%	0.55% ($46.3M)
Service-Disabled Veteran-Owned 0.2%	0.08% ($6.82M)

WHAT AMCOM BUYS

BLACKHAWK

- Aviation and Missile Weapons Systems and the supporting equipment required to operate them.
- Repair, overhaul, test and modernization of the Army's Aviation and Missile Systems.
- Training and education of soldiers u weapons systems.

UAV

JAVELIN

UGV

APACHE

MLRS

WHAT AMCOM BUYS

- Test, Measurement & Diagnostic Equipment
- Research & Development
- Automatic Data Processing Equipment/Computer Hardware &

Aviation Vibration Analyzer (AVA)

Software Engineering Directorate

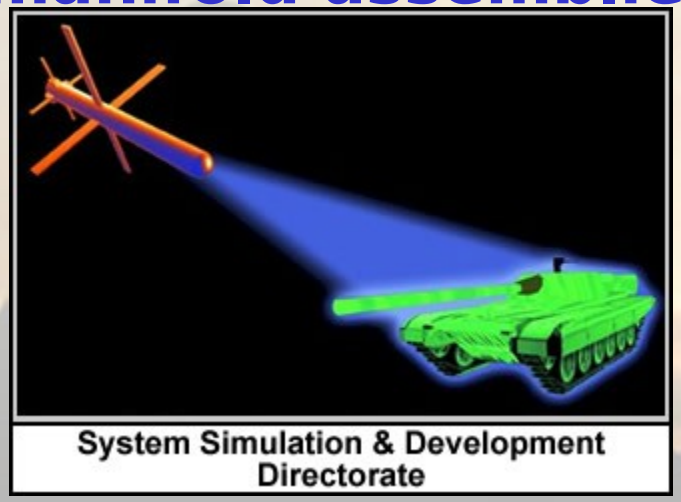
SENTINAL

WHAT AMCOM BUYS

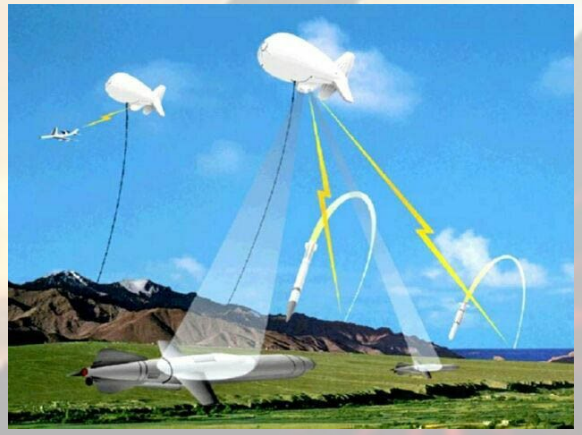
STINGER

- Services for system integration, engineering services, base support, technical assistance/operations support, flight services, maintenance and overhaul of helicopter subassemblies, hydraulic pumps, manifold assemblies, and others.

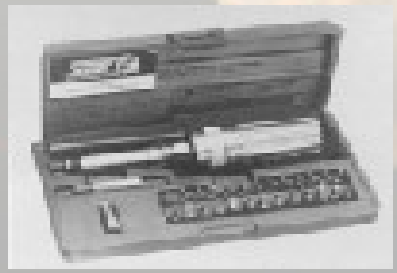
CHINOOK



JLENS



Torque Test Set



HOW TO DO BUSINESS WITH AMCOM

1. Identify your Product or Service.
2. Register your business.
3. Identify Your Target Market.
4. Identify Current Procurement Opportunities.
5. Familiarize yourself with DoD Contracting Procedures.
6. Investigate Federal Supply Schedule (FSS) Contracts.

HOW TO DO BUSINESS WITH AMCOM

1. Identify your Product or Service you are selling to the Army/AMCOM. It is essential to:
   - Know the Federal Supply Class or Service (FSC/CVS) codes for your products.

     http:www.dlis.dla.mil/h2/
   - Know correct North American Industry Classification System (NAICS) codes for your product or service.

     http://www.census.gov/naics

HOW TO DO BUSINESS WITH AMCOM

1. Identify your Product or Service (Cont'd)

- NAICS officially replaced the Standard Industrial Classification (SIC) Code system effective October 1, 2000.

- NAICS is a common system that is used by the U. S., Canada, and Mexico.

- Further information in identifying correct NAICS visit the following web site: http://www.naics.com/search.htm

- For FSC to NAICS Manufacturing Cross Reference Listing, visit web site: http://www.redstone.army.mil/osbp

HOW TO DO BUSINESS WITH AMCOM

2. Register your business by:

- Obtaining a Data Universal Numbering Systems (DUNS) Number by contacting Dun & Bradstreet at 1-800-333-0505 or go to: http://www.dnb.com/us
- Obtaining a Commercial and Government Entity (CAGE) Code by contacting the Defense Logistics Services Center at: http://www.dlis.dla.mil/cage_welcome.asp
- Registering in Centralized Contractor Registration (CCR) at: http://www.ccr.gov
- If a small business, register in SBA's Dynamic Small Business Search at: http://dsbs.sba.gov/dsbs/search/dsp_dsbs.cfm

HOW TO DO BUSINESS WITH AMCOM

3. Identify Your Target Market.

The Department of Defense (DoD): DoD Statistical Information Analysis Division (SIAD) produces many procurement data reports. Of interest to small businesses is the Standard Tabulation (ST) 28 report of products and services purchased each fiscal year by the DoD. The ST28 is sorted by FSC/SVC code an provides name and location of DoD contracting offices. This report is found at the bottom of the Procurement Statistics page at: http://siadapp.dior.whs.mil/procurement/historical_reports/statistic/procstat.html

* ***The new site will be: http://siadapp.dmdc.osd.mil***

HOW TO DO BUSINESS WITH AMCOM

3.Identify Your Target Market (Cont'd).

For AMCOM :

- ***The Competition Advocates Shopping List (CASL)*** **contains AMCOM's Aviation and Missile Project requirements and how to become a qualified source.**

  Website:

  http://www.redstone.army.mil/cmo

- ***AMCOM FSC and NAICS Supply Commodities Listing*** **contains forecasted manufacturing requirements forecasted found in CASL.**

  Website:

HOW TO DO BUSINESS WITH AMCOM

4. Identify Current Procurement Opportunities.

For Current DoD Procurement Opportunities, check the Federal Business Opportunities (FedBizOpps). The FedBizOpps is the single government point-of-entry (GPE) for Federal government procurement opportunities over $25,000. Government buyers are able to publicize their business opportunities by posting information directly to FedBizOpps via the Internet. Through one portal - FedBizOpps (FBO) - commercial vendors seeking Federal markets for their products and services can search, monitor and retrieve opportunities solicited by the entire Federal contracting community. The FedBizOpps is also an excellent source for possible subcontracting leads.

HOW TO DO BUSINESS WITH AMCOM

4. Identify Current Procurement Opportunities (Cont'd).

For current Army Business Opportunities check the Army Single Face to Industry (ASFI) Acquisition Business website at:
https://acquisition.army.mil/asfi/

For current AMCOM Business Opportunities check website:
https://wwwproc.redstone.army.mil/acquisition/index.html

HOW TO DO BUSINESS WITH AMCOM

5. Familiarize yourself with DoD Contracting Procedures.

   Check out Federal Acquisition Regulation (FAR), Army Federal Acquisition Regulation Supplement (AFARS), and Defense Federal Acquisition Regulation Supplement (DFARS) at website:
   http://farsite.hill.af.mil/vffara.htm

HOW TO DO BUSINESS WITH AMCOM

6. Investigate Federal Supply Schedule (FSS) Contracts.

Go the General Services Administration (GSA) website or checkout a GSA seminar and pursue getting a GSA schedule contract. GSA Website: http://www.gsa.gov

There is a local GSA Representative at AMCOM to assistance you.

Mr. Steve Sizemore
Customer Service Director
Redstone Arsenal Field Office
(256) 895-7437
steve.sizemore@gsa.gov

HOW TO DO BUSINESS WITH AMCOM

7. Seek additional assistance as needed.

- Procurement Technical Assistance Centers (PTAC) are local resources available that can provide assistance to business firms in marketing products and service to the Federal, State, and Local Governments and give you face to face assistance. PTAC Website: http://www.aptac-us.org
- Small Business Development Centers (SBDC) provides small business counseling and education. SBDC Website: http://www.asbdc-us.org

NorthEast Alabama Region (NEAR) SBDC
225 Church St. NW
Huntsville, AL 35801 or at UAH Campus (256) 824-6422
(256) 535-2061 or at Alabama A&M (256) 372-8018

HELPFUL TIPS

- **Pursue simplified acquisitions (under $100K).**

- **Be ready to accept Government VISA or MC card.**

- **Respond to Sources Sought.**
  - **Follow the directions--address specific information requested.**
  - **Do not submit general capability statements.**

- **Build subcontracting/teaming arrangements with existing prime contractors**

EXPRESS

AMCOM EXpedited PRofessional and Engineering Support Services (EXPRESS) Program is used for the acquisition of advisory and assistance services that fall within the scope of the EXPRESS Business and Analytical, Logistics, Programmatic and Techinical Domains. EXPRESS provides AMCOM customers services through multiple blanket purchase agreements.

The EXPRESS website lists the four broad scopes of work, the supported systems and equipment:

https://wwwproc.redstone.army.mil/acquisition/omnibus2

EXPRESS

AMCOM EXPRESS PRIME/TEAM LEADERS

Business and Analytical Domain

Analytical Services, Inc. (ASI) (WO/SDB)
Perkins Technical Services, Inc. (WOSB)
Navigator Development Group, Inc. (VO/SB

Logistics Domain

AEPCO (LB)
Belzon, Inc. (SDVO/SB)
Metters Industries, Inc. (SDVO/SDB

Programmatic Domain

CAS, Inc. (LB)
Sigmatech, Inc. (SDB)
tuitive Research and Technology (8
3D Research Corporation (WO/8a)

Technical Domain

Westar Aerospace and Defense Group, Inc. (
Aviation and Missile Solutions, LLC (AMS) (
Computer Sciences Corporation (CSC) (LB
SAIC (LB)
Morgan Research Corporation (WO/8a)
Madison Research Corporation (SB)

AMCOM EXPRESS SMALL BUSINESS STATISTICS
(as of 31 Mar 2007)

SIZE	# T.O.s	%	$$$	% $$$
SB	147		$	47
LB	79	65%	$41,450,146	% 53%
Total:	226	100%	$12,997,946	100%

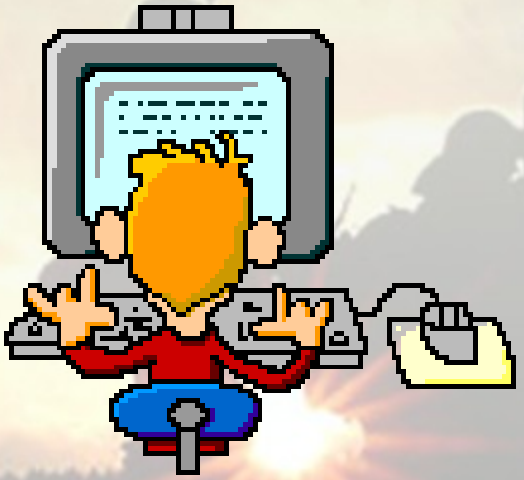
$1,154,448,

2Q FY 2007 $371M Obligated 7 Task Orders FY 2006 $616M Obligated 71 Task Orders FY 2005 $167M Obligated 148 Task Orders

OFFICE OF SMALL BUSINESS PROGRAMS WEBSITE

Visit Our Office of Small Business Programs website at:

http:www.redstone.army.mil/osbp



OFFICE OF SMALL BUSINESS PROGRAMS HOMEPAGE

U.S. Army Aviation & Missile Command

Office of Small Business Programs (OSBP)

Service Disabled Veteran Owned Small Business (SDVOSB) Sources Sought (doc)

View Security and Privacy Notice! View Accessibility Information Notice!

ATTN: AMSAM-SB
Redstone Arsenal, AL 35898
Phone: (256) 876-5441
FAX: (256) 842-0085

SMALL BUSINESS = SOMETHING BIG

OFFICE OF SMALL BUSINESS PROGRAMS HOMEPAGE

SMALL BUSINESS = SOMETHING BIG

Mission and Functions

Laws and Regulations

Contracting Selection

OSBP Programs

FSC to NAICS Manufacturing Cross Reference Listing

AMCOM FSC and NAICS Supply Commodities Listing

Conferences/Fair

Current Information

AMCOM Business Opportunities

EXPRESS

Centralized Contractor Registration (CCR)

Competition Advocates Shopping List (CASL)
Aviation and Missile Projected Requirements

Subcontracting Opportunities

Office of Small Business Programs Current Information

Current Information

- SBA Final Rule: Size Recertification Regulation – Federal Register Notice published November 15, 2006
- Table of SB Size Standards effective July 31, 2006
- AMCOM Small Business Briefing April 2007 (ppt)
- EXPRESS Policy AMCOMR 1-36, Policy No. 715-2, 22 Dec 2006
- Partnership Agreement Between the U.S. Small Business Administration and the U.S. Department Of Defense dated Feb 28, 2007
- DD Form 2579, Small Business Coordination Record Instructions Dec 2006
- Javits-Wagner-O'Day (JWOD) Program changes name to AbilityOne Program
- Service Disabled Veteran Owned Small Business (SDVOSB) Sources Sought
- Service-Disabled Veteran-Owned Small Business Program – Frequently Asked Questions
- Suspension SDB Price Eval 2007
- Small Business Program Guide For Government And Industry, Revised December 2006
- How To Do Business With AMC April 2007
- SBA Small Business Size Certification & Recertification

OFFICE OF SMALL BUSINESS PROGRAMS (OSBP)

Sparkman Center, Bldg 5303, Rm 3135

- **Chief**

Mr. David F. Seitz **(256) 876-5441**

(256) 842-0085 FAX

Management Assistant – Ms. Geraldine Wherry

- **Small Business Specialist**

Ms. Mary Birdsong ***(Mentor/Protégé)*** **876-0921**

Mr. Todd Couch **(SDB/8(a))** **876-3567**

Mr. Lee Ford ***(HBCU/MI)*** **876-5318**

Mr. Robert Schrader **(HUBZone) 842-0044**

Supporting Warfighters

Across the Entire Spectrum of Operations

Questions?